

Exercise walk-through

2.6

Social Media Marketing

GAC Computing

You must be able to

- write a measurable promotion objective
- choose metrics that match the objective
- use a content plan and controlled testing

1

The method

Method — Measure what matters

“Gain 50 new club sign-ups by the end of term” is measurable. “Raise awareness” is not.

A post with many views but few site visits has high **reach** 触达, but weak **click-through** 点击率. If sign-ups are the goal, measure clicks and **conversion** 转化, not only likes.

2

Practice

Practice 2.1 ■ 1 mark

State which metric measures visits from a post to a website.

Solution 2.1

Method: Measure what matters — p.4

Worked steps

- Click-through. **B1**

Practice 2.2 ■ 1 mark

Give one measurable objective for promoting a school club.

Solution 2.2

Method: Measure what matters — p.4

Worked steps

- For example: gain 50 new sign-ups by the end of term. **B1**

Practice 2.3 ■ 2 marks

Explain why a content plan is useful.

Solution 2.3

Worked steps

- It records what will be posted, when, and by whom. **B1**
- This supports consistent work that matches available time. **A1**

3

Exam-style

Exam-style 3.1 ■ 4 marks

Post A has 800 views and 2 clicks. Post B has 300 views and 55 clicks. If the aim is website visits, explain which post is more successful.

Solution 3.1

Method: Measure what matters — p.4

Worked steps

- Post B is more successful for website visits. **B1**
- It produces 55 clicks compared with 2. **A1**
- Views measure reach, not visits to the site. **A1**
- B better matches the stated objective. **B1**

Exam-style 3.2 ■ 4 marks

Explain why a group should change one feature of a promotion at a time before measuring the result.

Solution 3.2

Worked steps

- If several features change, the group cannot tell which caused the different result. **B1**
- It cannot learn what to repeat next time. **A1**
- Changing one feature creates a fairer comparison. **A1**
- The next decision can use evidence instead of a guess. **B1**